



Free, Starter, and Pro Suites Features

Compare the top features offered in each CRM suite.

Free, Starter, and Pro Suites are the fastest, easiest ways to get started with the world's #1 CRM. These solutions bring marketing, sales, service, commerce, and Slack together into one easy-to-use suite, so you have the tools you need to grow fast, all in one place.

Free Suite

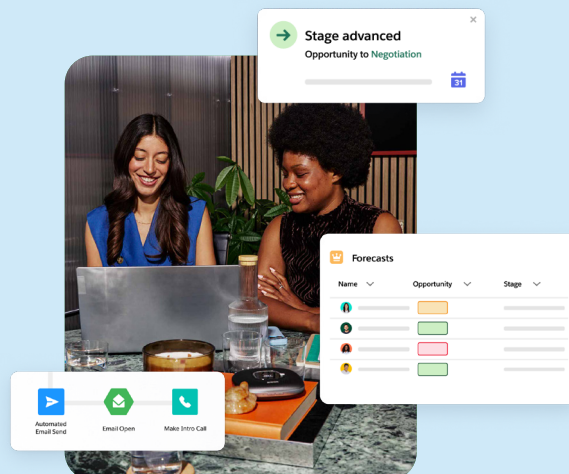
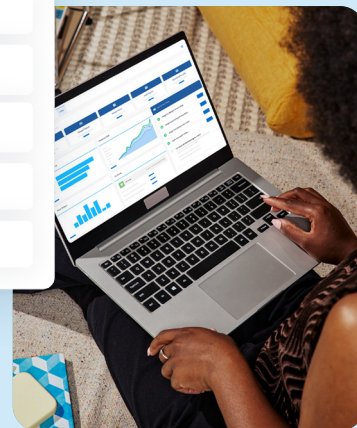
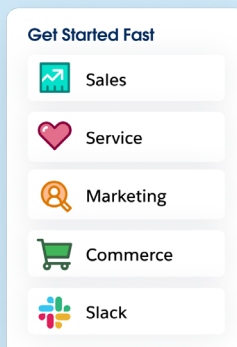
Get started in minutes with simplified setup, step-by-step guidance, data import, and basic dashboards to keep everything organized. Stay on track, get more done, and grow confidently – all at no cost.

Starter Suite

With Starter, you get everything in Free plus unlimited users, enhanced sales features, advanced marketing tools, AI-powered insights, Commerce payment links, and a full ecommerce storefront.

Pro Suite

Pro is the customizable CRM suite that includes everything in Starter, plus integrations, automation, and more advanced sales and service features.



Stage advanced
Opportunity to Negotiation

Forecasts		
Name	Opportunity	Stage
1		
2		
3		
4		

Automated Email Send
Email Open
Make Intro Call

Sales

Free Suite

Starter Suite

Pro Suite

Account, contact, lead, and opportunity management	✓	✓	✓
Email integration with Gmail or Outlook	Google Only	✓	✓
Task management and activity feed	✓	✓	✓
Customizable reports and dashboards	✓	✓	✓
Salesforce meetings	—	✓	✓
Direct payment links*	—	✓	✓
Payment portal for payments*	—	✓	✓
Products and price books	1 Price Book	✓	✓
Forecast management	—	—	✓
Quote creation and management	—	—	✓

Service

Free Suite

Starter Suite

Pro Suite

Integrated email support	✓	✓	✓
Case management	✓	✓	✓
Knowledge management	✓	✓	✓
Custom email templates	✓	✓	✓
Macros	—	—	✓
Omni-channel routing	—	—	✓
In-app and web messaging	—	—	✓

Marketing

Free Suite

Starter Suite

Pro Suite

Premade email templates	✓	✓	✓
Email builder	✓	✓	✓
Email sends	100 / month	2,000 / month	2,000 / month
Email campaigns	—	✓	✓
Segmentation filters	—	✓	✓
Einstein send time optimization	—	✓	✓
Customizable landing pages and forms	—	✓	✓
Campaign analytics	—	✓	✓

Commerce

Free Suite

Starter Suite

Pro Suite

Storefront website design	—	✓	✓
Product and category workspace	—	✓	✓
Person accounts	—	✓	✓
Buyer groups	—	✓	✓
Promotions	—	✓	✓
Managed checkout	—	✓	✓
Order summaries	—	✓	✓
Insight dashboards	—	✓	✓
Search management	—	✓	✓
Pay Now*	—	✓	✓

Slack

Free Suite

Starter Suite

Pro Suite

Slack conversations in Salesforce	✓	✓	✓
Auto-Slack	✓	✓	✓

Enhanced Capabilities

Free Suite

Starter Suite

Pro Suite

Number of users	2	Unlimited	Unlimited
Social sign-on	✓	✓	✓
Guided onboarding	✓	✓	✓
Custom fields	✓	✓	✓
Custom apps	—	—	✓
Custom objects	—	—	✓
Process automation with flows	5 Flows	5 Flows	5 Flows
Sandbox for testing and training	—	—	✓
AppExchange access	—	—	✓

Check out the [complete list](#) of add-ons and pricing.
Learn more about [Starter](#) and [Pro](#) Suites.

*Regional [availability](#) may apply.

This page is provided for information purposes only and subject to change. Products may not be available in all markets. For product availability, contact a sales representative.

© 2025 Salesforce, Inc. All rights reserved. Salesforce, Salesforce1, Sales Cloud, Service Cloud, Marketing Cloud, Chatter, and others are trademarks of Salesforce, Inc. The Salesforce Cloud logo and other creative assets are owned and protected under copyright and/or trademark law. For more information, please visit [salesforce.com](#).